

AMENDMENT TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. (Currently amended) A merchandising strip comprising:
 - a planar body portion with an aperture, the planar body having a length greater than a width;
 - ~~at least one~~ a plurality of fingers, associated with the body portion, for supporting an a plurality of associated packages at vertically spaced locations along the length of the planar body;
 - a tab for mounting the merchandising strip to an associated support member, the tab including:
 - a strap having a first end extending from the body portion, and
 - a head located at a second end of the strap, wherein said head is shaped to be received through the aperture, the head having a transverse width which is greater than a transverse width of the aperture at a widest point of the aperture, wherein the transverse width of the aperture is greatest at an end of the aperture closest to the strap.
2. (Original) The merchandising strip of claim 1, wherein the head defines at least one shoulder for engaging an adjacent region of the body portion when the head is received through the aperture.
3. (Original) The merchandising strip of claim 1, wherein the body portion defines an engagement surface at an end of the aperture for engaging the strap, the engagement surface having a width which is less than the transverse width of the head adjacent the engagement surface.

4. (Original) The merchandising strip of claim 3, wherein the aperture defines a triangular portion, the engagement surface defining a side of the triangular portion.
5. (Original) The merchandising strip of claim 3, wherein the aperture has an axial length which is greater than the transverse width of the aperture.
6. (Original) The merchandising strip of claim 3, wherein the engagement surface is perpendicular to the axial length of the aperture.
7. (Original) The merchandising strip of claim 4, wherein the aperture defines an axially extending slit which extends from an apex of the triangular portion opposite the engagement surface.
8. (Currently amended) The merchandising strip of claim 7, wherein the axially extending slit ~~which~~ extends from the triangular portion in a direction away from the strap.
9. (Original) The merchandising strip of claim 3, wherein the engagement surface defines an end of the aperture which is closest to the strap.
10. (Original) The merchandising strip of claim 7, wherein the slit has a maximum transverse width which is less than a transverse width of the strap.
11. (Cancelled)
12. (Original) The merchandising strip of claim 1, wherein each finger is defined by a cut line in the body portion.

13. (Original) The merchandising strip of claim 12, further including a second finger and a third finger, the second and third fingers extending in an opposite direction to the first finger, the first, second, and third fingers together being defined by a generally W-shaped cut line in the body portion.

14. (Original) The merchandising strip of claim 1, further comprising a perforation line extending transversely across said strip.

15. (Currently amended) A merchandising strip comprising:
a tab for mounting the merchandising strip to an associated support member including:

a strap, and

a head located at a distal end of the strap;

a body portion having an aperture for receiving the strap therethrough, the body portion being connected with the tab, the aperture having a length which is greater than a maximum transverse width of the head, the aperture defining:

a widened portion having a maximum transverse width which is intermediate a transverse width of the strap and the maximum transverse width of the head, and

a narrow portion which extends from the widened portion, the narrow portion having a transverse width which is less than the transverse width of the strap; and

~~at least one~~ a plurality of spaced engagement means members, associated with the body portion, for supporting ~~an~~ a plurality of associated packages such that the packages are individually removable from the merchandising strip.

16. (Original) The merchandising strip of claim 15, wherein the widened portion defines an engagement surface which is perpendicular to a longitudinal axis of the merchandising strip.

17. (Original) The merchandising strip of claim 16, wherein in the narrow portion extends in a direction which is aligned with the axis of the merchandising strip.

18. (Currently amended) The merchandising strip of claim 15, wherein each of the at least one engagement ~~means~~ member includes at least a first finger defined by a cut line in the body portion.

19. (Currently amended) A method of supporting a plurality of packages from a rigid support member, the method comprising:

providing a merchandising strip comprising a body portion and an elongate strap connected therewith, the body portion defining an aperture for receiving a head at a distal end of the strap~~[[:]]~~ and a plurality of spaced engagement members extending along a longitudinal axis of the strip;

encircling a portion of the support member with the elongate strap of the merchandising strip;

inserting the head of the strap through the aperture in the body portion with the head positioned such that its transverse width is oriented in a direction which is generally parallel with a longitudinal axis of the merchandising strip, the maximum transverse width of the head being greater than a maximum transverse width of the aperture,

once the head has passed through the aperture, rotating the head such that its transverse width is generally perpendicular to a longitudinal axis of the merchandising strip; and

releasably supporting a plurality of packages on the merchandising strip by the engagement members whereby the packages are separately removable from the strip.

20. (Currently amended) The method of claim 19, wherein the step of ~~[[a]]~~ orienting the head such that its transverse width is generally perpendicular to the longitudinal axis of the merchandising strip includes positioning the strap in a widened portion of the aperture, the widened portion includes an engagement surface which

defines the maximum transverse width of the aperture, the engagement surface being oriented perpendicular to the longitudinal axis of the merchandising strip.

21. (Original) The method of claim 19, wherein the weight of the merchandising strip and any packages mounted thereto urges the strap to a position in which the strap engages the engagement surface.